



YOUR FAIR SHARE

PLAIN TALKS AND GSU NEWS

• SEPTEMBER, 1968

"A Helping Hand . . ."

It is not often that we, as laymen, are asked to become a member of a medical research team that will rid us of incurable diseases. We may be overlooked when the call goes out for a professional counselor whose sage advice will return some mentally troubled person to a contributing role in society. It will not be our hands that fashion the braces for a crippled child's legs.

But we can be the deciding factor in each of these humanitarian efforts. We can do this simply by giving our Fair Share to the various United Way campaigns in our area.

In signing our Fair Share pledges, we are also assuring ourselves that we will not go without help in time of natural disaster. And if tragedy should strike us in the form of physical or mental pain, then our contribution has helped our own cause as well as that of others.

It seems but a small amount that we are asked to give in the face of the monumental benefits we can derive. It is my hope that none of us will ever have to lean on the strong shoulders of our United Way agencies, but trouble has a way of striking us when we least expect it and when we are least prepared. It is comforting to me to know that a helping hand has already been extended and waits for us to grasp it in time of need.

Glen E. Richard

News Briefs



WATER POLLUTION BILL IS BEING DRAFTED

Senate and modifying others, is being drafted for consideration by the House Public Works Committee. It will put into one package all of the legislative proposals, in the interest of saving time before adjournment. Otherwise no legislation would pass. The omnibus legislation in the House will probably bear the same number, S. 3206, as the bill which passed the Senate. EEI has urged that the House Committee not report legislation without holding public hearings at which affected industries might state their views.

An omnibus water pollution bill, incorporating many of the provisions of legislation passed by the

NO POLLUTION HEARINGS SET FOR REST OF YEAR

because of Senator Muskie's involvement in the national election. Mr. Muskie is chairman of the subcommittee which had scheduled industry witnesses to discuss air quality criteria this fall.

The Senate Subcommittee on Air and Water Pollution is planning no additional hearings this year

"MARKET TEST" FOR FEDERAL PROJECTS

decision makers should ask themselves, "Would a business firm willingly invest its capital in such an undertaking?" If the answer is "No," the project may be a wasteful use of taxpayer dollars. The decision maker might then ask, "Is this project really worth building at all?"

Before spending the taxpayer's money on power-producing dams or other major projects, Federal

That is the test recently advocated by three leading economists to a Subcommittee on Economy in Government of the Joint Economic Committee of the Congress in discussing the proper interest rate to be applied by government agencies in calculating the benefit/cost ratios of such projects. Virtually all professional economists would reject the below-cost basis on which Federal projects are now being approved, they said.

WHAT'S NEW IN APPLIANCES?

Three new appliances of interest have hit the market recently. The first should be of interest to our many shift workers. It is a safe, economical device for people having trouble sleeping due to household or traffic noises. It produces a scientific blend of rhythmic tones that screen our disturbing noises and lull a person to sleep.

A rechargeable battery with its own built in recharger entered the market some months ago. The battery, which carries a lifetime guarantee, can be used anywhere a conventional "D" cell is used--in flashlights, toys, power tools, etc. To recharge, plug into any AC wall outlet.

Our third item this month is an insect trap. Mosquitoes and other night flying insects are attracted by an invisible "black" light, and drawn by a powerful fan into a tray where they're drowned on contact by water plus a few drops of detergent. It is available in both a patio model and small indoor model.

DAFFYNITION: Waiter - a man who thinks money grows on trays.

SIX RECEIVE PROMOTIONS IN BATON ROUGE, LAKE CHARLES

As Plain Talks went to press six new promotions were announced.

Effective September 16 Jack A. Sirman, formerly right-of-way man was promoted to supervisor of survey and right-of-way in Baton Rouge and Walter W. Jones, formerly senior engineering assistant, was promoted to right-of-way man in Baton Rouge.

On October 1, the Lake Charles Division saw four promotions. James T. VanWinkle, formerly substation foreman, was promoted to supervisor of relaying and communications, Robert W. Derby, formerly substation foreman, was promoted to general substation foreman, Feland H. Bush Jr., formerly substation mechanic first class, was promoted to substation foreman, and Edward Duhon, formerly substation mechanic first class was promoted to utility foreman.

DAFFYNITION: Phony - a guy who tries to cut his throat with an electric razor.

HOUSE-SENATE PLAN TO ADJOURN IN OCTOBER

House Majority Leader Albert said last week that he hoped the House of Representatives would adjourn no

later than October 6 and that the Senate might stay in session beyond that date if necessary for debate on the confirmation of Abe Fortas to be Chief Justice.



✓ YOUR FAIR SHARE

OUR COVER

Plain Talks could not think of a more fitting cover this time of year than the national poster of the 1968 United Campaign. See p. 2.

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Cards p. 4



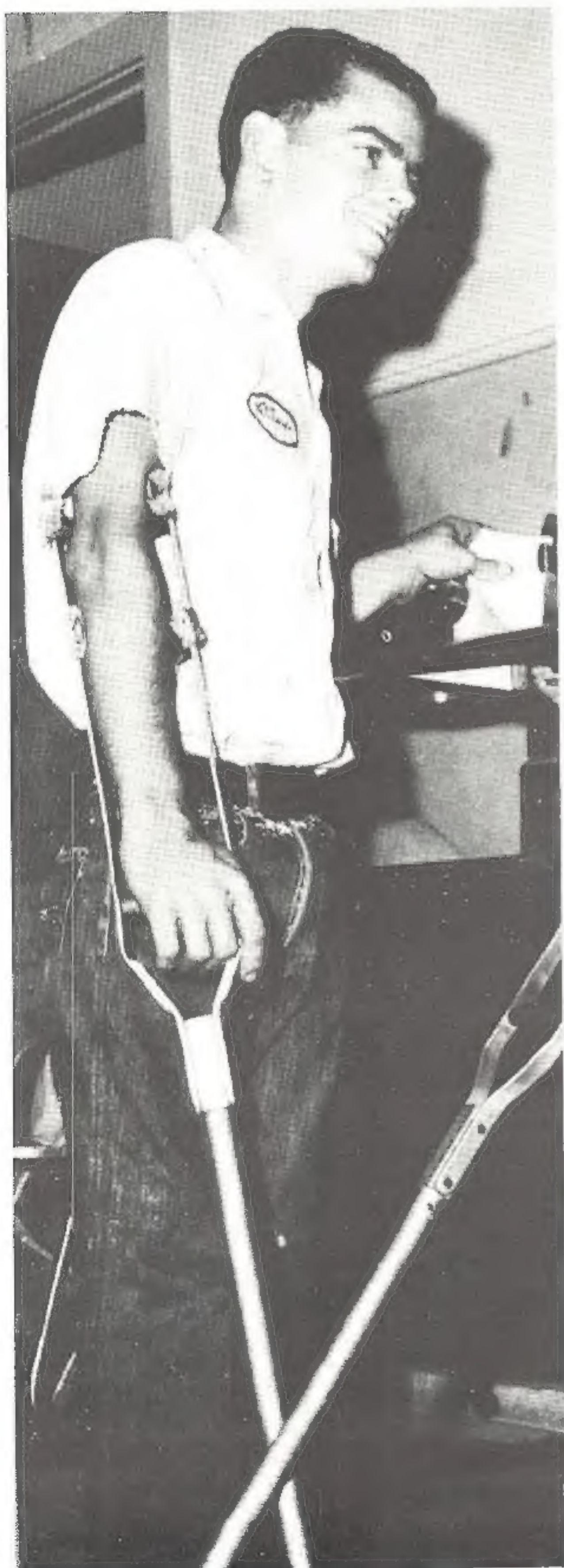
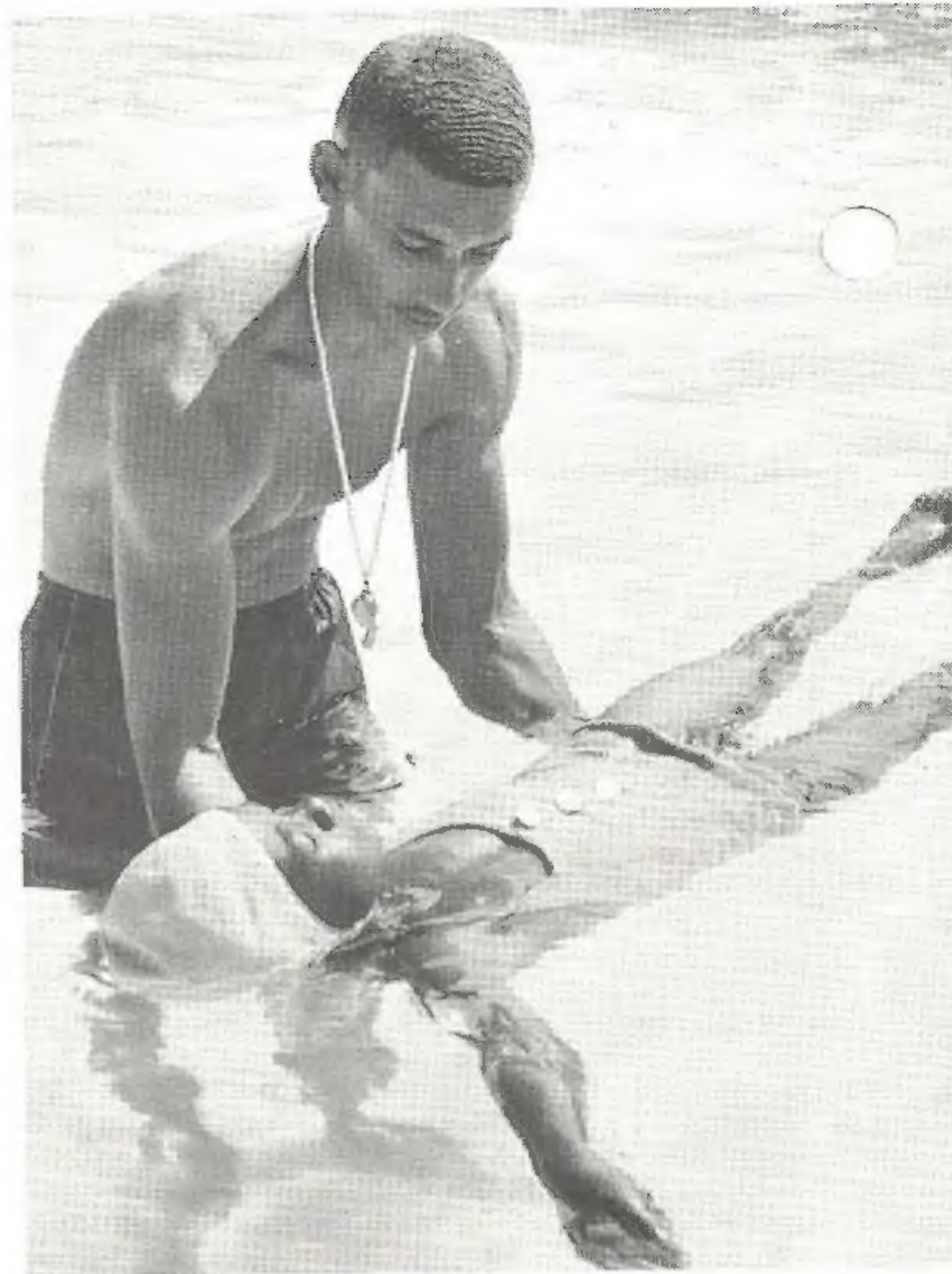
Glances p. 15

PUBLISHED MONTHLY FOR
GULF STATES UTILITIES EMPLOYEES

James S. Turner ... Director, Public Relations
Bob Mathews ... Associate Editor, Beaumont
Jim Harper ... Contributing Editor, Beaumont
Walt Wright ... Contributing Editor, Baton Rouge

Member 

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Not A Gift. . .

THE gold check one receives when he signs his fair share pledge is indicative of many things. Most important, it shows that he has paid his insurance premium for the year. It is a sign that he has done his part to insure for himself and his neighbors that, in time of need, there will be someone there to care.

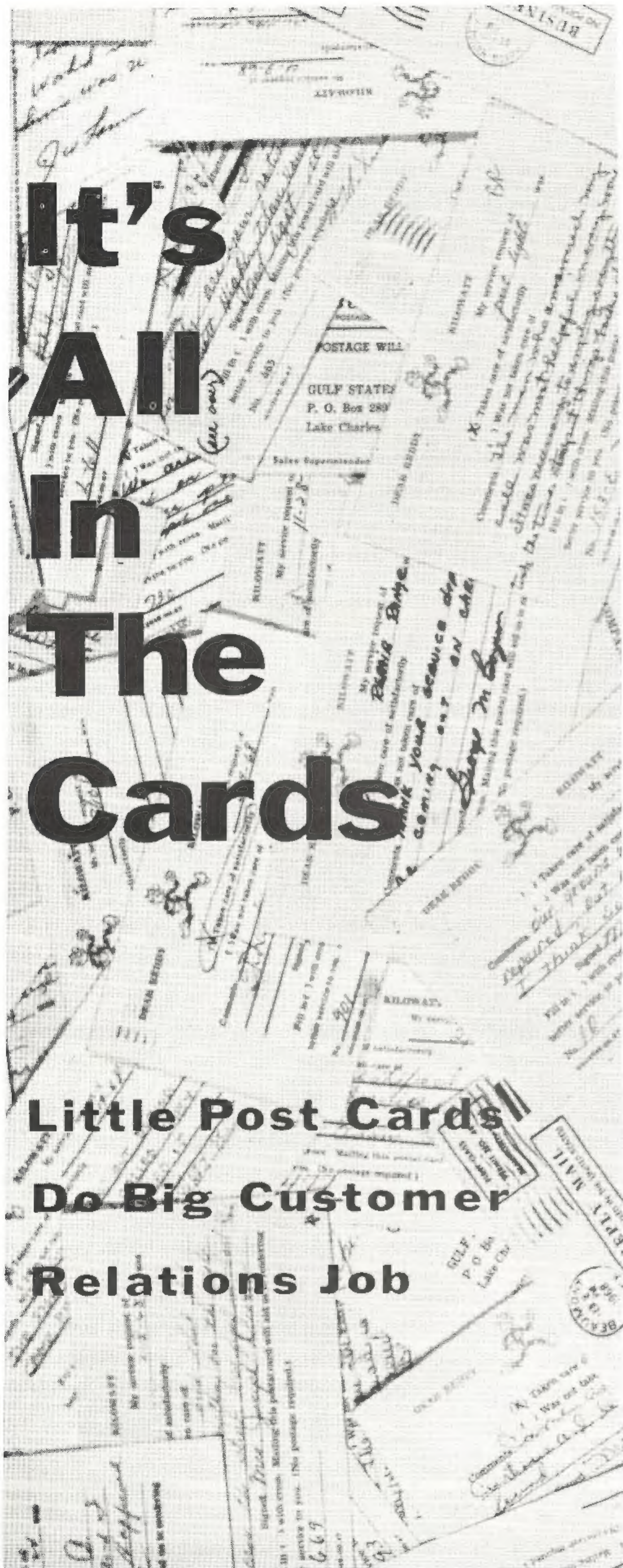
No one knows when the next hurricane will strike making the emergency services of the Red Cross necessary . . . or when cerebral palsy, cancer, heart disease, or mental illness will touch our homes. It is the United Campaign which allows us to unite together against these menaces which can strike on any street, in any home, at any time.

NO one knows when his family may have a problem too big to solve alone and may need family counseling service. Any boy or girl may join the Scouts, Camp Fire, or "Y" organizations. These agencies are there to serve only if we keep up our annual "premium." Should we neglect to pay our fair share, our "insurance policy" will certainly lapse.

It is indeed a necessity, therefore, that, everyone merit a gold check by signing his fair share pledge. Without the assistance of each of us working as a team, the valuable services of agencies affiliated with the United Campaign are not possible.

Our fair share pledge is not a contribution or a gift but a debt to ourselves and our fellow citizens in the community.





"THE service men were out and checked the stove, but could not find the trouble. There must be a loose (sic) connection or shot (sic) that did not show up."

The above is one of hundreds of replies from customers throughout our service area received by the five Division Sales Superintendents each month as part of a new customer relations program begun last year. The often amusing and interesting comments are written on post-paid cards sent to approximately one of every ten customers receiving a service call.

The program, originated by the Public Relations Department, is intended to allow customers to tell what they think of the service we render. A tool for creating improved customer relations, it is also used as a measure of general customer opinion.

The card is designed so that the customer may check a box indicating that he is either satisfied or dissatisfied with the service. He is asked to explain in the space provided. Each time a customer indicates that he is dissatisfied, he is called on by a Company representative.

RESULTS of the program, have proved most rewarding. Favorable comments on the cards outnumber unfavorable ones by a thousand to one.

Some customers take the card very seriously and express their feelings, either pro or con, in no uncertain terms.

One lady in Lake Charles was not satisfied with merely checking the "satisfied" box. The box was checked, exed and circled. In the comments section she wrote. "Thanks for very good service."

A customer from the southern part of the service area writes, "I have really been satisfied with you all service."

"We have moved from Cecelia to New Orleans. I hope that you have turned off the electricity," writes a worried lady who receiving a card after moving out of the service area.

Of course, among customers there is often a difference of opinion. A lady from Lake Charles writes, "Service was prompt, courteous and very satisfactory, also reasonable in price."

A lady in Groves, Tex., tells us, however, "Repairman gave approximate price for thermostat of \$15.00. The bill I received was for \$25.70 which I feel is outrageous."

Complimentary comments range from the man in Lafayette, La., who writes, "We been doing busi-

ness with the Gulf States Utilities Co. for the past nineteen years. We think they are O.K.," to the gentleman from Beaumont who writes, "It is a joy to see a monopoly act like they had 20 competitors. Thanque (sic)."

Servicemen get their share of praise from the cards. A lady in Baton Rouge writes, "My thanks and appreciation for the wonderful service I received. Hats off to the servicemen of your Company."

A Lake Charles lady praises the servicemen thusly: "The service was very good. Servicemen are great. Thanks." A man in Lake Charles says, "I was pleased to find that calls of trouble are answered so promptly and by such gentlemen."

Some cards point out the especially important role of servicemen and hint of a much more dramatic story than can be told in the small space provided.

An example is the lady who writes from Lake Charles, "It was most comforting to have someone come so quickly in the night, especially since my husband was at the plant and I was alone with my boys," or the lady, also from Lake Charles, who writes, "We are very pleased with the quick service we got, because I had insulin in the refrigerator. Thank you."

An administrative assistant at the Juvenile Probation Department in Beaumont tells of her own special dilemma which might have become very serious without quick action on the part of the Service Department: "Being out of hot water in the Detention Home is quite an emergency. The service man was very prompt and efficient."

OFTENTIMES a mistake on the hurriedly scratched cards or mistaken notion on the part of the customer will cause an intended brickbat or bouquet to become quite amusing. The following notations are from cards received from various parts of the service area:

"A serviceman came at once and got the current back. An electric sweeper cord was worn and I did not know it. This would have been mailed sooner but I have been ill. Thank you very much for good service."

"Lights go off and on."

"I want to congratulate you on your extremely good service. It's a pleasure to do business."

"The service was very accurate. Everything was taken care of before I returned."

"I feel like I have a new stove."

A few of the cards are quite amusing but it is apparent that humor was the intention of the author:

"Glad your service was not as slow as my reply."

DEPENDABLE Gulf States always does it. Thanks."

"I had electrical power within 15 minutes. Your service couldn't have been better unless your repairman was here when it happened."

"Service was A-1. Wish you had a T. V. repair department."

"I had to call twice, but its Christmas!! Happy Holiday."

"Saturday night during the severe weather I found I was without electricity. I phoned GSU and went back to sleep—knowing it would be fixed. It was."

Service calls are looked upon in most cases, as a customer service. A blown fuse, a frayed cord, or a tripped breaker are all very minor causes of electrical failure which the Company will fix either free or at a small charge for parts.

The Company is responsible of course, for anything that goes wrong up to the customer's service connection. There are only a few, small jobs, such as changing out the elements on electric stoves or water heaters, which servicemen will do at no cost to the customer except for parts. This long established policy is held to strictly because the Service Department does not wish to compete with appliance repairmen and electricians in our service area.

OFTENTIMES, however, a customer will be so pleased with the workman who comes out and replaces a burned out fuse free of charge that he will call on him to do more free electrical work.

A prime example is the lady who had a fuse replaced and was satisfied, but then wrote on her card, "I would like to have a circuit breaker, since I have just a fuse box. Would Gulf States do that for me. I would also like a 220 wire."

In complete innocence she was asking for several hundred dollars worth of free electrical work.

From the man in Port Arthur, Texas who writes, "The hot water wasn't hot, but its working fine now," to the lady in Lake Charles, La., who exclaims, "Very good service and rates! Hope you don't sell us out to the city." Gulf States and Gulf Staters are dedicated to giving the finest service possible.

AT GSU service is our business and these cards are but one more way of making certain our customers receive the best possible.

Appearance Enthusiasm

LEAD

ERSHIP

Sticktoitiveness

ATTITUDE

Integrity EDUCATION

FORMULA FOR PROMOTION

HOW to Succeed in Business Without Really Trying made a good show title, but the person who's done it is about as easy to find as a crewcut hippie.

"Attitude is probably the most important thing," says T. O. "Doc" Charlton, district superintendent at Orange, Tex. "A man has to have the right attitude about the job he's doing presently. He must want to do a **good job on this job**. That's the attitude I look for in a man or woman that I promote."

Most supervisors feel that in looking for someone to move up, the person that is doing an exceptional job at his present post is a very likely candidate. Jim Atkins, operating superintendent for the Beaumont Division, says that he looks for the man that is doing more than his job requires.

"I feel a person best puts himself in line for a promotion by showing a willingness to do more than just what is expected of him," says Mr. Atkins.

FOLLOWING right behind a willingness to do more than the bare minimum, most supervisors agree that a person distinguishes himself best by preparing himself through study either by reading or by taking nighttime or correspondence courses.

R. A. Lanier, operating superintendent at Navasota, Tex., says, "I'm always impressed by the man that puts out an extra effort to better himself through any type of self-study, correspondence courses or any sort of study which he does on his own time."

Floyd Marston, district superintendent for the Gas Department, names leadership ability as a prime ingredient in his success formula. "A natural ability to lead in any group is born into some people. I like a man that works well with others but that takes the lead in any group where there is no one man who has supervisory power over the others."

Mr. Marston gives as an example a man who recently received a promotion in his department "This man I have in mind works well with others. Whenever he is working with a group he emerges as the leader. This is the sort of thing I look for as

Unfortunately, there is no way to get ahead in business without really trying. But here are some tips on how to try from supervisors in different departments.

a supervisor. Also, this man's production is very good."

Clarence Ibach, superintendent at Sabine Station, also stresses an ability to work with people as important in any supervisor. "In the person I recommend for promotion I look for an ability to get along well with his associates and subordinates. I look for a man who can be diplomatic and tactful, but at the same time fair and forceful."

MR. Ibach says that it is also important that a man possess much enthusiasm so that his zeal may inspire others. "I also look for a man that is thorough. I don't like to see a man leave a job half done," says Mr. Ibach.

Most supervisors agree that a person on his way up should cultivate an ability to express himself well both in speaking and in writing. J. M. Stokes, vice president for finance, says a person he promotes, "has to be someone that can express himself well both in speaking and in writing."

William Goff, supervisor of residential sales in Baton Rouge, carries this a step further in that he says someone he promotes must make a good physical impression.

"For sales work I usually like a man of some physical stature. This helps him make a good impression on a customer. Generally, though, I want a man that just looks the part of an honest, able person, a congenial person who is understanding and who likes people. The shy type does not usually do very well in sales work," he says.

SUPERVISORS point out that despite a person's qualifications, if their production level is low they will probably not be promoted. This again points

to the all important ingredient in the get ahead formula of doing a good job in your present post.

"A person must be willing to apply his know-how. No matter what someone knows, if he can't apply it and get results, he cannot be a success," says Mr. Ibach.

Preston Darland, administrative assistant in Beaumont, sums up his formula for success as follows:

"MANY girls begin long careers with the Company right here in our stenographic pool. We watch their performance closely for a willingness to work and learn, for reliability and leadership potential. We also pay close attention to their ability to accept constructive criticism without pouting or becoming angry.

"A good example of the type of girl we like to recommend for promotion is one I'm thinking of that began in our steno pool and has worked herself into a very high supervisory post within the Company.

"She achieved success quite fast because she moved out of her own section of the department and learned every facet of our operation here. Over a period of time, we noted that she could walk into any area of the department, sit and talk with others and help them to work out their problems. She did all of this on her own, out of a desire simply to do a better job."

What then is the formula for promotion? Although these supervisors differ somewhat in the words they use, a common strain can be noted in the thinking of each: (1) Prepare yourself to move ahead through education; and (2) Your performance on your present job is the single, most important factor in getting a chance to move up.

Hobby Corner



"IT'S just something to piddle with," says Reba Wiley, floor saleslady at Orange, Tex., but it takes more than "piddling" to turn out the true works of art she has produced with needle and yarn over the past couple of years. Reba has become an expert in the ancient art of needle point and some of the products of her labor are true masterpieces. Here's Reba's story . . .

"Needlepoint is really an old art form. It goes back to the 15th and 16th century when the ladies used to sit around the castles in Europe and make needlepoint tapestries for the dull, stone castle walls. They thought up their own designs, some of which are still in use today. Some of the oldest family crests were first done in needlepoint.

"The art has gone on through the centuries and only today is it having to adjust to a lack of skilled craftsmen to carry on the tradition. You see, I am not what you would really call an "old master" at needlepoint. All of the "old masters" are in Europe, sons and daughters of families in which the art has been handed down for centuries. Any piece that I turn out is about three quarters complete when I buy the kit. For example, I did two roosters in needlepoint. When I bought the kit the masters in Europe had already done all of the intricate work. My only part was to fill in the background.

"THE problem is that the old masters are dying off and the younger generation is not taking up the art. This has caused the cost of needlepoint to go sky high. American ingenuity has come up with an answer, though. Recently manufacturers have begun to sell material with the design stamped on it in the various ink colors which you match with a given color of yarn. It's cheating a little, but anyone doing needlepoint using a stamped pattern should soon become almost as good at it as the masters. It's a lot harder this way but it's also a lot cheaper and a lot more challenging.

"You can make all sorts of things with needlepoint. There are kits for making purses, chair covers, wall pictures, and even covers for card tables. It's not an inexpensive hobby, though. By the time I got my roosters finished and had them framed pro-

fessionally the pair had cost me about \$60. Of course, the smaller the thing you do the less it costs.

"I guess if I had to tell you why I do it I'd say its because I just can't be idle. When I'm riding in the car, for example, I do needlepoint just to keep my hands occupied. It really doesn't require any concentration and I relax with it.

"SOMEONE else might find needlepoint nerve wracking. I don't usually have a lot of patience with anything except my granddaughter, but for me needlepoint is very relaxing. I can watch television or carry on a conversation while I'm working on needlepoint and oftentimes I'll almost forget I'm doing it and I'm surprised at how much I've done when I check my progress.

"An amusing thing is that, although I love to do needlepoint, I can't sew at all. To make it worse, my mother is a seamstress. I just never could get interested in sewing and I just never learned."



Reba Wiley

SERVICE AWARDS

TWENTY YEARS



R. E. Deaton
Engineering
Planning
Beaumont



John J. Deshotel
Distribution
Jennings



Louis Paul Hormel
Distribution
Jennings



Stanford Istre
Distribution
Jennings



Harry J. Jeanise
Distribution
Jennings



Floyd Marston, Jr.
Gas
Baton Rouge



Roy E. Neves
Treasury
Conroe

TEN YEARS



D. D. Richardson
Distribution
Orange



Roy J. West
Production
Baton Rouge

George Bunch Dies At Age 67

Death claimed George D. Bunch, retired Louisiana Station employee, Sept. 9 at Our Lady of the Lake Hospital in Baton Rouge. He was 67 years old.

Mr. Bunch retired May 1, 1963, after almost 30 years with our Company. He began as a repairman's helper in August, 1933, at Louisiana Station. He was a storeroom assistant at the time of his retirement.



George D. Bunch retirement.

A native of Kentwood, La., he was a three-year veteran of the Navy. Before joining our Company, he was a machinist in various industries in the Baton Rouge area.

Surviving are his wife, the former Bessie Mullen of Baton Rouge; one son, Frederick D. Bunch of Baton Rouge; a brother, Adrian Bunch of Vicksburg, Miss.; two grandchildren, and several nieces and nephews.



Workers in the Vidor office of the Gulf District proudly display the 8500 KWH plaque awarded during the recent Quarterly Management Meetings. Holding the award is office clerk Mary Ann Butts. Others, from left, are Ralph Spafford, residential sales supervisor, Beaumont Division; Gene Pairett, residential salesman in the Vidor area; A. B. Wilson, Gulf District superintendent; L. C. McCullar, Vidor district serviceman; Elmo C. Smith, district serviceman, and Aubrey Sprawls, sales superintendent of the Beaumont Division.

Herbert Foscett Takes New Post

Herbert C. Foscett has been named garage foreman in the T&D Department of the Navasota Division. The promotion is effective Sept. 1.

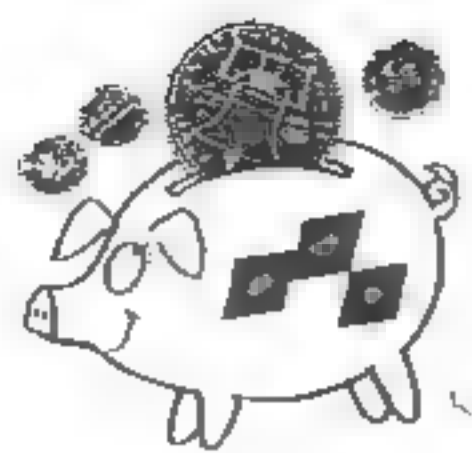
Mr. Foscett, a native of Laredo, Tex., formerly was garage mechanic first class.

He and his wife, the former Lydia Barlow of Laredo, have two children. They are Mrs. David Summers of Santa Rosa, Calif., and Wil-

Herbert C. Foscett William Foscett, a graduate student at Claremont College in Claremont, Calif.

Mr. Foscett has been with the Company since 1930. He began as an electrician in the Beaumont Division. He has been employed in the Navasota Division since 1933.

Mr. Foscett is a member of the Navasota Masonic Lodge 299. He and his wife attend the First Methodist Church of Navasota.



Thrift Plan

PURCHASES OF GSU stock made by the Trustee during September, 1968 covering employee deductions and Company contributions through August, 1968 were as follows:

2,735 shares of Common stock at a total cost of \$68,278.84 an average cost per share of \$24.965.

79 shares of \$4.40 preferred stock at a cost of \$5,745.73 or an average cost per share of \$72.731.

The Trustee also deposited \$37,775.76 with the Savings Department of the First Security National Bank of Beaumont.

Sylvester Albert To Retire October 1

Sylvester T. Albert, of the Baton Rouge T&D Department, retires Oct. 1.

Mr. Albert joined our Company in the Gas Department at Baton Rouge in 1945. In July, 1951, he became a car washer in the garage, and in July, 1963, joined the T&D Department.



Mr. Albert is a **Sylvester T. Albert** native of Baton Rouge and is married to the former Lessie Reed, also a native of that city. The couple attends the Wesley Methodist Church.

He is a member of James A. Taylor Lodge, FA-FM and is a 32nd Degree Mason, James G. Jones Lodge 4.

His retirement plans are to "just take it easy." He is an avid fisherman and "will go anywhere they're biting." Part of his time also will be spent hunting rabbits and "puttering around the yard."

Mr. Albert feels the greatest change that has come about in the Company since he began is its rapid growth, both in personnel and equipment.

At Navasota

Downs Retiring After 32 Years

Holly B. Downs, garage mechanic first class in the Navasota Division, is retiring Oct. 1 after 32 years with the Company.

He began his career as a helper in 1936. He has held several positions during his years with the Company. Outside of a four-year stint in the Hempstead office from 1944-48, Mr. Downs has worked in Navasota.



Holly B. Downs

He is a native of Navasota and graduated from high school there. He at-

tended Southwestern University at Georgetown, Tex., for three years.

Mr. Downs is married to the former Robbie Peteete of Singleton, Tex. The couple are members of the Navasota Baptist Church.

He plans a leisurely retirement devoted to his hobby, raising earthworms, and to fishing. It is likely that Mr. Downs will be down on the Brazos River banks or frying fish in his back yard after Oct. 1.

In reflecting on his years with the Company, Mr. Downs said, "The Company has steadily progressed since I started, and I have been happy with every change that has been made."



Sanderson, Sheppard Promoted

Two promotions in the T&D Department at Beaumont became effective Sept. 1.

Perry E. Sanderson was promoted to line foreman, and Douglas C. Sheppard was named utility foreman.



Perry Sanderson

Mr. Sanderson, formerly utility foreman, joined our Company in November, 1948, as a helper in T&D at Beaumont. He is a six-year veteran of the Marine Corps.

Mr. Sanderson and his wife, the form-

er Peggy Sandras of Beaumont, have three children. They are Mrs. Jerry Durmon of Beaumont, Perry Jr., 10, and Lorrie Kay, 12.



Douglas Sheppard through various line classifications to lineman first class in January, 1957.

He and his wife, the former Marcelle Sheffield of Newton, have a daughter, Regina, 6.

Mr. Sheppard, formerly serviceman first class, has been with the Company since January, 1952, when he began working in the line department. He progressed

F. G. Dupree, Sr. Dies In Navasota

Frank G. Dupree, Sr., a mechanic in the Navasota garage for more than 20 years, died Sept. 4 in the Grimes Memorial Hospital at Navasota.

His son, F. G. Dupree, Jr., is a senior engineering assistant in the Conroe office.



Frank Dupree Sr.

Mr. Dupree was a native of Magnolia, Tex., and came to work for our Company on Oct. 15, 1942. He retired on August 1, 1963.

He was a member of the Masons, the Odd Fellows and the First Methodist Church of Navasota.

Surviving, in addition to his son, are his wife, the former Fay Yerker; a granddaughter, Miss Martha Dupree of Conroe; three sisters, Mrs. Mattie Goodin of Houston, Mrs. Lynette Letlow of Navasota, and Mrs. Bernette Neal of Belton; one brother, John L. Dupree of Windsor, N. C.; and several nieces and nephews.

\$40 Million Bond Sale Is Approved

The Board of Directors approved the issuance and sale of \$40 million of a new series of first mortgage bonds at a meeting Sept. 6 in Beaumont.

The proposed financing will be subject to the approval of the Federal Power Commission and the Federal Securities and Exchange Commission.

The bonds are to be sold at competitive biddings, with bids expected to be opened on Oct. 17 in New York City.

Proceeds from the financing will be used to pay off outstanding short-term notes which were issued in connection with the Company's construction program and for other corporate purposes.

President E. A. Werner presided at the meeting. Other Directors present were John J. Morrison, Roy S. Nelson, B. D. Orgain, Floyd R. Smith and Lewis M. Welch of Beaumont; Munger T. Ball and Fred V. Wilson of Port Arthur; Norman R. Lee and Charles P. Manship, Jr. of Baton Rouge; Henry C. LeVois, Harrell R. Smith and Edward H. Taussig of Lake Charles.

National Safety Council Says:

Carpools May Be Our Safest Means Of Traveling To Work

The car pool was supposedly a temporary war-time measure. But it continues to grow in popularity, and hundreds of these neighborly arrangements exist today among Gulf States' employees.

Savings in car-operating expenses seems to be the chief advantage of the switch-driver system of getting to and from work. For example, suppose a four-person group drives 20 miles round-trip or 100 miles a week. If expenses are figured at 10 cents a mile, over an average of 50-week year each member will save \$375.

Another advantage is that fighting

rush-hour traffic is reduced. Riders sleep, read or exchange chitchat en route, arriving fresh and ready for the day's work. Traffic congestion is reduced, as are the accidents that result from it.

One car seems safer than four, but many people can still be hurt in car-pool smash-ups. The National Safety Council says car pools can be safe—providing precautions are taken—and stresses understanding, intelligent planning, and caution as means of minimizing, if not eliminating, the special hazards of the car pool.

LETTERS

From employees, customers and friends of GSU

BATON ROUGE

Dear Sir:

I would like to express my appreciation for the splendid cooperation and helpful manner in which your employees, Martin Hebert and Eugene Shaeffer, took care of an emergency repair to a power line at 3005 Oleander Street, the home of a neighbor, last night.

A limb had fallen on the lead wire to the house creating a potentially dangerous situation and with the neighbor being out of town, I am grateful for their assistance at such a late hour in repairing the damage.

Thank you for having such fine, courteous and efficient employees, and for taking care of this emergency.

Sincerely,
Mary S. Roseman

ORANGE

Dear Mr. Charlton:

I am writing this letter to you—I feel somewhat overdue—to all the good people who are a part of your Gulf States Utilities organization.

For more years than I care to remember, they have served us so well. We have been served daily, faithfully, but also in time of emergency, service has been almost immediate and by most able and courteous personnel.

The last emergency service was this June: The situation was one of our local heavy rainstorms, with accompanying lightning, and all our power went off. I called the Gulf States, the man on duty took the information quickly and courteously, and soon the serviceman on duty, Mr. Peveto, was here to see about and correct our trouble. And he was cheerful and efficient, despite conditions.

Thank you, and a well-deserved

"thank you" to ALL those good Gulf States folks who make our daily life so much more pleasant and serene, and help us out so quickly in emergencies.

Yours very truly,
Mrs. Lance Wingate

PORT ARTHUR

Dear Mrs. Williams:

We again want to say "thank you" for all your help during the Louisiana Sugar Cane Festival Tour in helping them to have a good time in Port Arthur, Texas.

We especially appreciate the extra effort you went to in setting up and seeing that the coffee was properly served. Thanks again for your time and effort.

Sincerely,
Art Spencer
Executive Vice President
Greater Port Arthur
Chamber of Commerce

BEAUMONT

Dear Mr. McCurtain:

Thank you so much for your kind assistance in making our Annual Civic Night a successful occasion. Your subject was very timely and quite thought-provoking. (I personally went home and searched out my dog-eared copy of Rebecca of Sunnybrook Farm that I practically memorized as I sobbed through it time and again in my younger days—just had to see if it were still among my belongings.) I just wish that more people shared your views and appreciation for the printed word.

We are very glad that Mr. Turner and our area friend—Gulf States Utilities—sent you our way. Perhaps you and Mrs. McCurtain can visit with us again.

Sincerely,
(Mrs.) Mary Jane Fite

Dear Sirs:

The Beaumont Jaycees once again had a very successful TV Auction and this could not have been done without the participation of your firm. The revenue from this auction will enable the Jaycees to continue their worthwhile projects for our community. It is our desire to continue to serve our community where it is possible.

We would like to say "Thanks" for your support of this project and hope that you have also benefited some from it.

Sincerely,
Raymond Dyer
Chairman

LAKE CHARLES

Dear Gene:

On behalf of myself, Sydney Horn and Dick Cappel, I would like to express our sincere appreciation for the efforts put forth by you and the entire Gulf States organization in making our notarial examination instruction course such a success.

When the idea was first brought up the two main problems were whether or not we had a sufficient number of people to justify the course and whether we could find the physical facilities to teach such a course. Your efforts in compiling the list of persons interested in the course and the willingness of Gulf States to allow us to use its auditorium for six regular sessions and two review sessions (with coffee and cookies) provided the entire key to the success of the project.

Thanking you again, I remain,
Yours very truly
John E. Bergstedt

Gulf States

This note to express our thanks and appreciation for the prompt and efficient service yesterday Aug. 21st when the transformer on our street went out.

We had service restored in less than 2 hours after calling your office in High Island.

Thanks again.
Yours truly,
J. W. Turek

Beaumont Division

Tompkins Retires, Prothro New Storeroom Supervisor

Ruben M. Tompkins, storeroom supervisor, Beaumont Division Treasury Department, ends a 42-year career with the Company Oct. 1. He will be replaced by John T. Prothro, formerly administrative assistant, System Treasury Department (Stores & Salvage), Beaumont.

A native of Rockland, Tex., in Tyler County, Mr. Tompkins started out as an auto mechanic's helper in Beaumont. He progressed through various clerk's positions and in May, 1949, was named an



Ruben Tompkins accountant. He became storeroom supervisor in September, 1952.

Mr. Tompkins is married to the former Doris Jenkins of Navasota, and the couple live at 4645 Buffalo in Beaumont. He has been a member of Beaumont Masonic Lodge 286 since 1938. He is an elder in Westminster Presbyterian Church.

On his beginning with the Company in 1926, Mr. Tompkins said, "I started almost in the horse and buggy days. I've seen this Company grow from an infant into almost a giant. I look back over the past and I feel that I've made a lot of friends in the Company."

After retirement, Mr. Tompkins will "rest up at least until the first of the year, and then I'll see what comes next. I'm just going to take it one day at a time."

Mr. Prothro began working for the Company in December, 1948, as a storeroom clerk in the Beaumont Service Center. The following year he was pro-

moted to clerk in Stores Accounting.



John T. Prothro
Salvage.

Mr. Prothro is a native of Port Arthur and a graduate of Beaumont High School. He has attended Lamar Tech and completed a course on purchasing there.

He is married to the former Jimmie Ruth Reeves of Hemphill, Tex. and they have three children, Patricia, 18, Carole, 14 and Gary, 11.

Mr. Prothro is assistant district commissioner of the Trinity-Neches Council, Boy Scouts of America. He is scoutmaster of Troop 38 in Beaumont and a former scoutmaster in Warren, Tex.

We're Embarrassed

Accidents will happen and one happened to Plain Talks in its August issue.

In the cover story on Toledo Bend Dam there was a sentence which read "Our Company and the two Louisiana power firms issued bonds totaling another \$30 million against anticipated electric power income."

This was an error.

Our Company and the two other electric utilities participating in the project did not issue any bonds. The bonds were issued by the two state authorities sponsoring the project.

We apologize.

Death Claims R. K. Wilkerson

Richard K. "Chief" Wilkerson, retired superintendent of Neches Station, died Sept. 2 in the Baton Rouge General Hospital. He was 75 years old.

Mr. Wilkerson retired on Feb. 1, 1958, after 45 years' service to the Company and its predecessors. He was a native of Wayne County, Ga.



He was a leading advocate of safety with the Company and never was involved in a disabling accident. He was a member of the DeSoto Lodge IOOF in Baton Rouge, was a Mason and a member of the Central Church of Christ.

Mr. Wilkerson began working with our then affiliated companies in Key West and Jacksonville, Florida, in 1913 as an engineer. He was transferred to Port Arthur in 1923 as assistant chief engineer and the following year he was transferred to Beaumont as chief engineer.

In 1928 he returned to Port Arthur as chief engineer, and in 1931 he went to Baton Rouge in the same capacity. He became superintendent of Neches Station in 1953 and served in that post until his retirement.

Mr. Wilkerson is survived by his wife, the former Catherine Lynch; five sons, Richard L. and Harry Wilkerson of Baton Rouge; Jack Wilkerson of Houston, Tex., Curtis Wilkerson of Jacksonville, Fla., and Julian Flowers of Thailand; one daughter, Mrs. Edith Richmond of Jacksonville, Fla.; one brother, Ernest Wilkerson of Hapeville, Ga.; five sisters, Mrs. Mamie Smith of Hapeville, Ga., Mrs. Ada Wells, Mrs. Ida Williams, and Mrs. Nellie Price, all of Alma, Ga., and Mrs. G. E. Snyder of Bloomington, Ga.; 16 grandchildren and three great-grandchildren.



Welcome Aboard!

Jane G. Hogg, Clerk, Baton Rouge
Catherine S. Green, Clerk, Baton Rouge
Bonnie C. Bray, Clerk, Baton Rouge
Carla A. Struppeck, Clerk, Baton Rouge
Robert L. Ray, Storeroom Assistant, Baton Rouge
Adolph L. Brasseux, Jr., Residential Sales Repr., Baton Rouge
Dianne B. Adkins, Home Service Advisor, Baton Rouge
James G. Duhon, Operator's Helper, Lake Charles
Billy W. Burge, Operator's Helper, Lake Charles
Pamela S. Weston, Dept. Clerk, Lake Charles
Harvey L. Williams, Helper, Jennings
Harold E. Pollard, Jr., Residential Sales Repr., Lake Charles
Anna C. Raymond, Dept. Clerk, Lake Charles
Jewel M. Wycoff, Dept. Clerk, Beaumont
Carolyn L. Walker, Dept. Clerk, Beaumont
Louise S. Kyles, Stenographer, Beaumont
Wanda W. Hurd, Stenographer, Beaumont
Daisy A. Solleder, Stenographer, Beaumont
Paula A. Daigle, Clerk, Beaumont
Carol A. Cobb, Clerk, Beaumont
Rodgers P. Brown, III, Engr. Helper, Beaumont
Victoria S. Broussard, Dept. Clerk, Beaumont
Paula D. Seiley, Dept. Clerk, Beaumont
Freddie E. Joseph, Residential Sales Repr. Beaumont
Gracie Garrett, Mechanic's Helper, Beaumont
Hilton Jones, Jr., Mechanic's Helper, Beaumont
Robert L. R. Henderson, Jr., Helper, Beaumont
Wayne Goff, Helper, Beaumont
James A. Denby, Engr. Helper, Beaumont
Robert E. Townsend, Helper, Orange
George L. Crawford, Engr. Helper, Orange
Abston G. Perkins, Operator's Helper, Bridge City
Philbert A. LaLonde, Helper, Port Arthur

Arnold L. Jones, Helper, Port Arthur
Robert A. Holton, Relayman 3/Class, Port Arthur
Lemoyne L. Whitesides, Engr. Helper, Navasota
Joe H. Toole, Relayman 3/Class, Conroe
Lester E. Morrow, Meter Reader, Cleveland
Roy M. Easterbrooks, Operator's Helper, Beaumont
Robert M. Robinson, Operator's Helper, Baton Rouge
Lawrence Lastrapes, Mechanic's Helper, Baton Rouge
Allen R. Sears, Mechanic's Helper, Baton Rouge
David C. Almond, Operator's Helper, Baton Rouge
Alex Pero, Operator's Helper, Baton Rouge
Sammie B. Jones, Operator's Helper, Baton Rouge
James R. Fairchild, Operator's Helper, Baton Rouge
Linda K. Nelson, Dept. Clerk, Baton Rouge
Berna G. Royer, Dept. Clerk, Baton Rouge
Sam D. Collins, Helper, Baton Rouge
Robert L. Slaton, Helper, Baton Rouge
Donald G. Sketoe, Helper, Baton Rouge
David E. Whittington, Helper, Baton Rouge
Darrell D. Dufour, Helper, Baton Rouge
Michael P. Vicknair, Helper, Baton Rouge
Misshaull Green, Laborer I, Baton Rouge
Walter D. Brewer, Engr. Helper, Baton Rouge
Sandra S. Wittman, Dept. Clerk, Baton Rouge
Jimmy D. Hurst, Helper, Don Springs
Jerry Trouclair, Laborer I, Maringouin
Charles C. West, Helper, Baton Rouge
Robert E. Kleinpeter, Helper, Baton Rouge
Lionel Holliday, Laborer I, Baton Rouge
Carlton H. Wilcox, Jr., Laborer I, Baton Rouge
Henry A. Bradley, Laborer I, Baton Rouge
Linda G. Cormier, Dept. Clerk, Baton Rouge
Terry G. McCreary, Meter Reader, Gonzales
Charles E. Fouts, Meter Reader, Baton

J. F. Simonson Retires Oct. 1

Joseph F. Simonson, general substation foreman in Lake Charles, will retire from the Company on Oct. 1.

A native of Lake Charles, Mr. Simonson became substation foreman on Feb. 1, 1963. He is looking forward to months of leisure after his retirement.



Joseph Simonson "The first thing I'm going to do," he said, "is to take a good, long vacation. I might go out to Colorado." After that, he plans to break in some new fishing equipment. "I just bought a new boat, motor and trailer, and I plan to do a lot of fishing and shrimping. I don't think there is any better fishing in the country than on these inland streams off the Gulf Coast."

His retirement also will give Mr. Simonson more time to devote to his hobby. He has been making decorator candles for use in the home.

"I haven't sold any yet," he said, "but I might give it a try."

Looking back on the changes in the Company since he started, Mr. Simonson sees greatest improvement in the type of equipment being used today. "Due to technical advances," he said, "we are able to do things we thought were almost impossible 40 years ago."

"I think the Company has been very far sighted in providing employees like me with the various benefits," he added. "That is one of the main things I have felt kindly toward the Company about."



You can now buy Freedom Shares—which earn interest at the higher rate of 5 per cent if held to maturity of 4½ years—over the counter, in single purchases with Series E Savings Bonds of the same or larger denominations.

BACKWARD GLANCES



The year was 1924 as Company-sponsored Troop 10 gathered at the rear of the old inter-urban station in Beaumont to have their picture taken. Retired Assistant Manager of System Residential Sales, J. B. "Pat" Bishop, supplies this 45-year old study of a troop he and other Gulf Staters worked with back then.

"I vividly remember one camping trip we took because it was such a fiasco," he recalls. "We took the troop up to Village Creek on Friday afternoon in a Company truck and naturally the boys wanted to go swimming as soon as we arrived. Leaving all of our provisions scattered about on the ground near where we were to set up camp, we dived in immediately.

"When we got out of the water, an hour or so later, we discovered that a herd of wild hogs had eaten all of our provisions. It was canned pork and beans and tomatoes that we lived on until the truck returned for us on Sunday."

In the photo from left are: (back row) Charles Schwarner, scoutmaster—GSU Accounting Department, George Morgan, retired Lake Charles Division manager, P. M. Miller, GSU assistant treasurer—deceased, Reid Carlisle, GSU assistant to president—deceased, Mr. Bishop, Regan Stunkel, presently vice president of Braniff Airlines, Herbert Halliday, Frank Newman, engineer in Houston, and E. L. Robinson, retired GSU vice president; (middle row) Floyd Jonte, Weyman Daniels; (front row) Edgar Ezell, Lamar Bevil, physician in Beaumont presently, Marion Schwarner—deceased, Warren Barnes, Jack Wilson, and Gerald Barksdale.

Electric Heated Homes Increase

The number of electrically dwelling units increased 14.9% during 1967 to a total of 2,781,403 homes according to a survey of investor-owned electric utility companies completed by Edison Electric Institute and data received from the National Rural Electric Cooperative Association and the American Public Power Association.

The survey is one of the more authoritative indicators available to estimate the size and rate of increase of residential electric heating.

Investor-owned electric utility companies produce 77% of the total utility industry's electric energy, the remainder is produced by government-owned facilities and rural electric cooperatives. The statistics on electric heating available from these sources were added to the EEI survey to obtain total electric utility industry data.

At the end of 1967, investor-owned electric utility companies reported 1,604,467 dwelling units in single and multiple family dwellings were heated by electric energy. Government-owned electric utilities served 836,936 and the rural cooperatives served 340,000 residents having electric heat.

In Beaumont EDP

Yennie New Project Leader

Michael J. Yennie, formerly systems analyst, has been promoted to project leader. Information & Data Services—



Michael J. Yennie

EDP Systems Support Services, Beaumont.

The promotion was effective Sept. 16.

Mr. Yennie joined our Company in 1964 as a junior accountant in the Plant Accounting Department.

Gulf Staters In The News

- **F. B. Larriviere**, relay engineer in Beaumont, is the author of an article in the August 5 issue of *Electrical World* concerning the changes made in our Company's system operating procedures with the advent of the 500-KV system.
- **Joseph H. McClelland, Jr.**, industrial engineer in the Navasota Division, has been promoted to full colonel in the Air Force Reserve. He will be reassigned to the Air Reserve Personnel Center, Denver, Colo., when a replacement is named. He has been squadron commander of the 76th Military Air Lift Squadron, Barksdale, ABFO.
- **John Aime**, district serviceman at Baker, La., and Adrian Cross, control operations foreman at Willow Glen Station, were presented certificates of appreciation by the town officials of Baker at a swearing in ceremony recently for newly elected city officials.
- **Willie Armstrong**, utility foreman in the Orange, Tex., T&B Department, was recently named to serve on the Air Conditioning Board of the Orange City Council.

Claude Douget New Operations Chief At Sabine

Claude H. Douget, formerly equipment operator at Sabine Station, has been promoted to operations foreman, effective Sept. 1.



A native of Basile, La., Mr. Douget joined our Company as a meter reader in Sulphur, La., on Oct. 23, 1957.

He became an operator at the River-side Station in Lake Charles, La., in August, 1961, and later transferred to Sabine Station where he progressed to operator first class and then control operations foreman.

Mr. Douget is married to the former Dolores Martin of Sulphur, and the couple have five children. They are Darlene, 10; Beth Ann, 8; Cynthia, 7; Claude, Jr., 6, and Brett, 9 months.

He is a member of the Bridge City Junior Chamber of Commerce and of the local Optimist Club. The family attends Saint Patrick's Catholic Church in Bridge City.

Mr. Douget received his high school diploma while serving in the Navy during the years 1951-54. He also attended McNeese State College in Lake Charles for three years.



You can't go wrong when you buy U. S. Savings Bonds and Freedom Shares. Series E and H Bonds now pay 4.25 per cent, when held to maturity, and Freedom Shares return 5 per cent, when held to maturity.

Maxie Rodriguez Taken By Death

Death came for Maxie Rodriguez, Baton Rouge Gas Department foreman, August 25, at Our Lady of the Lake Hospital in Baton Rouge.



At the time of his death Mr. Rodriguez was only one month short of receiving his 40 year service pin.

He joined the Company in 1928 as a fitter's helper in the Gas

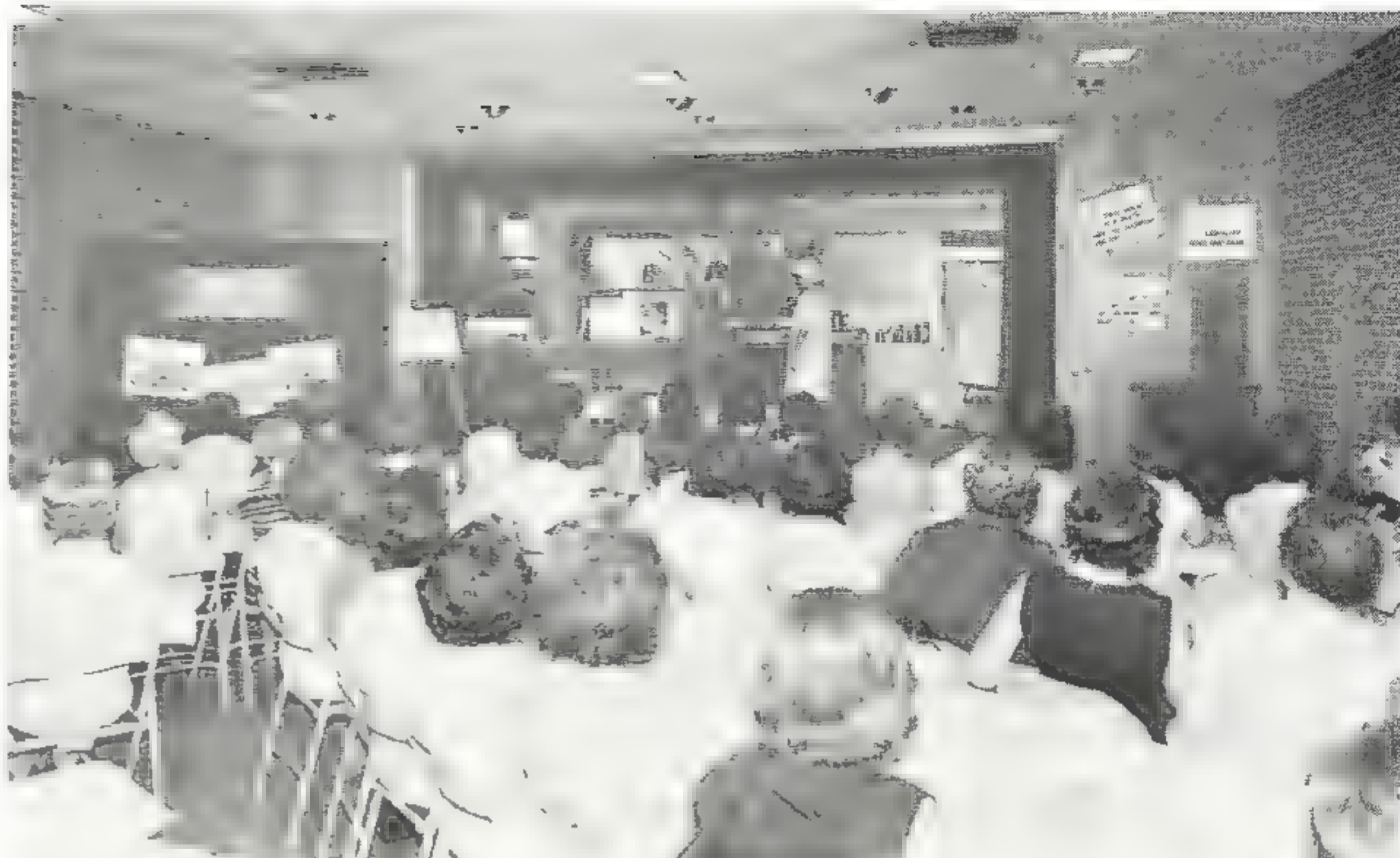
Department. He became fitter in 1936 and he was raised to the post of serviceman first class later in the same year. He became a foreman in 1958.

A native of Baton Rouge, Mr. Rodriguez was a charter member of the Baton Rouge Evening Lions Club.

He is survived by his wife, the former Carolyn Folmer; one son, Maxie Miller Rodriguez, Jr.; one daughter, Mrs. Donald F. Brown; one sister, Mrs. Laura Jo Fauver, all of Baton Rouge; two brothers, Leon Rodriguez, Long Beach, Calif., and Raymond Rodriguez, Oak Grove, Calif., and numerous nieces and nephews.



Jack Hamilton, Beaumont building superintendent, admires the Distinguished Service Award plaque presented him by Disabled American Veterans Chapter 27. Mr. Hamilton, who keeps active in the chapter, also is general chairman of the United Veterans Day Association program scheduled Nov. 9, 10, and 11 in Beaumont. Activities will include a Veterans Day parade and a barbecue lunch at the American Legion Hall.



"Ideas-A-Poppin'" was the title of a show attended by about 70 home economics teachers from the Golden Triangle area of Texas September 10. Skits and a puppet show were presented by home service advisors to introduce their 1969 programs on electric living which will be offered in schools the coming year. Here Norma Harrison, home service advisor at Beaumont, demonstrates the proper use of an automatic washer to a homemaker played by Edith Parks, also a Beaumont home service advisor.



Geraldine Davis, left, and **Edith Parks** have joined the ranks of our Company's home service advisors in Beaumont. Miss Davis is a native of Palestine and was graduated from Prairie View A&M College in Prairie View, Tex. She started work on Aug. 5. Miss Parks, a native of Lake Charles, La., was graduated from McNeese State College there. She has been working for the Company since Aug. 18.



HUNTSVILLE



Steve Allbritton, son of Residential Sales Representative and Mrs. Pete Allbritton, has been chosen the All-Star Little League pitcher after his fine performance during regular season play for the "Axmen" nine. He had a season record of 8 wins and one loss and registered four wins and no losses in tournament play. Mr. Allbritton has been coach of the "Axmen" for more than 11 years.

Mrs. Gail Reeves is the new local office clerk, replacing Mrs. Norma Hooks. Mrs. Reeves is the wife of Thomas R. Reeves, who owns the Colonial Cleaning Shoppe. The couple have two daughters, Lisa Gail, 6, and Jan Rae, 17 months.

District Superintendent Frank Robinson and Local Office Clerk Mrs. Dorothy Stanford were surprised with birthday parties on August 22 and August 29, respectively. Gifts were presented the honorees and cake and coffee went to everyone present.

Dorothy Stanford

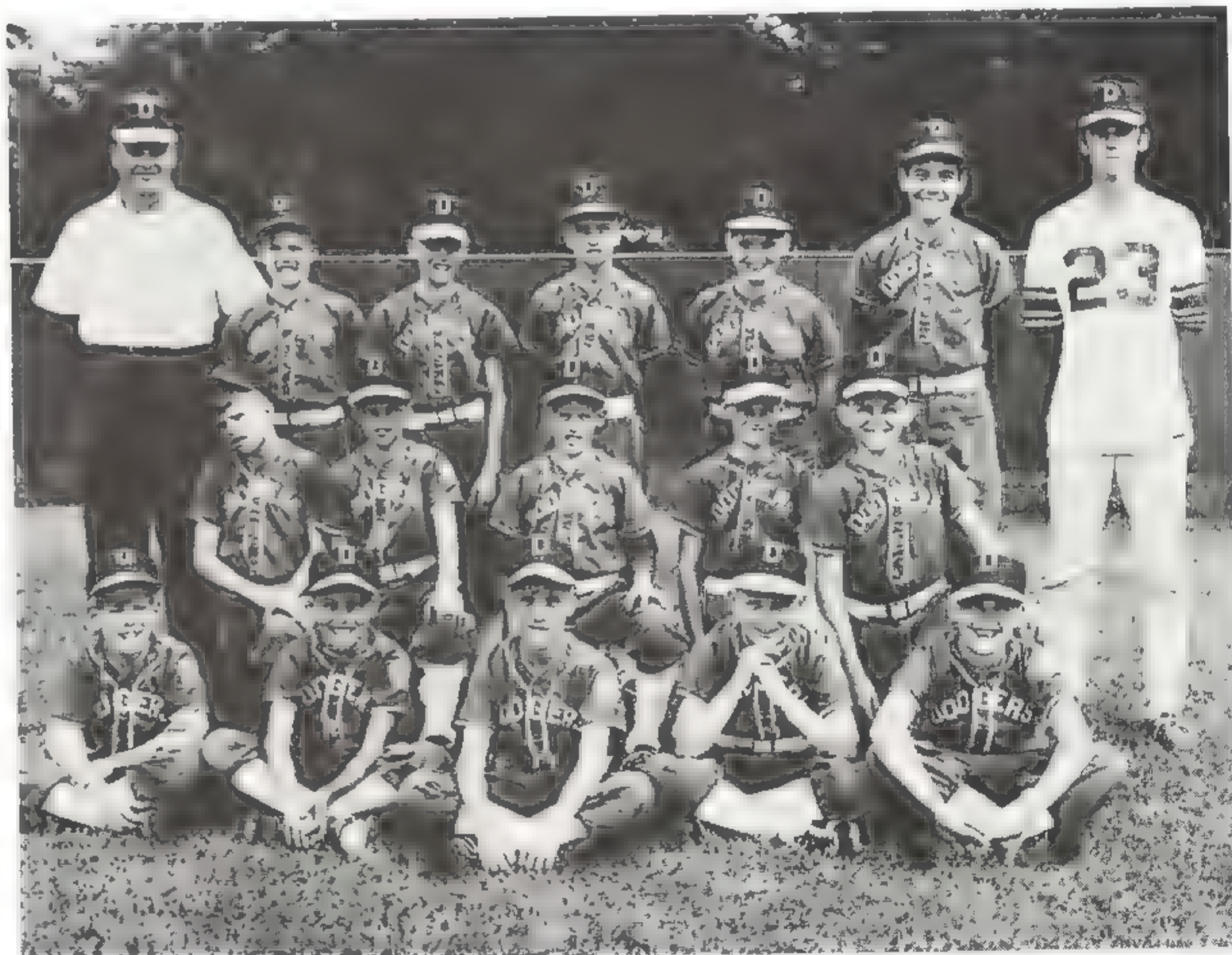
BEAUMONT



Leroy J. Bodemann, left, of T&D, poses with Professor George E. Maddox, academic administrator of Georgia Tech's 1968 Public Utility Executive Course. Mr. Bodemann attended the month-long course in Atlanta, Ga., during August.



William H. Caswell, section head of maps and records in the T&D Engineering Department, was honored at a reception when his co-workers, friends and relatives gathered to wish him and his wife, Velma, a long and happy retirement. The reception was held in the Service Center.



Several youthful members of the Gulf States Family played on this year's championship Little League team sponsored by the North End Optimist Club and coached by Earl Sandlin, Relay Department (top left). This is the second consecutive championship for the "Dodgers."

Gulf Staters in the photo above, besides Coach Sandlin, are: first row, fourth from left, Steve Marino, (son of Henry Marino, EDP Department). Second row, at left, Eddie Sandlin, (son of Coach Sandlin). Third row, fifth from left, Mel Cole, (son of Mel Cole, T&D) and Ray Clausen, (son of Ray Clausen, Planning Department).



Well wishers met in the Service Center Auditorium to congratulate J. B. Morrison, line foreman, on his 43 years with the Company and to extend best wishes to him and his wife, Hazel, as he begins retirement life. From left, in the picture, are Division Manager Rex Lee, Vice President Floyd Smith, Mr. and Mrs. Morrison, and J. W. Atkins, operating superintendent at the Service Center.

CONROE

Kay Harris, local office clerk, was surprised with a cake on Aug. 16 by her friends at the office. Her birthday was Saturday, Aug. 17. How many candles Kay?

Jim Milliff, first class lineman, and his family enjoyed a recent two-week vacation trip to all the major attractions in California. The children especially enjoyed Disneyland.

Robert and Odie Boenker, first class lineman and local office clerk respectively, enjoyed a recent vacation trip to view the countryside in Texas and to visit Nuevo Laredo, HemisFair, Natural Bridge Caverns, and Astroworld. The HemisFair was the major attraction.

Frances Murrah, local office clerk, and husband of Jim enjoyed a two week vacation in Arkansas recently. Frances says she and Jim choose Arkansas to get away from the crowd.

Odie Boenker

NELSON STATION



Most boys out of school for the summer are content to spend their time sleeping, swimming, fishing or sometimes even working. Not the three young gentlemen in the photo above shown seated with their aunt in a restaurant in Rome, Italy. The boys are sons of Hal J. Ridley, control operations foreman, and the aunt is Ann Pollock, regional secretary for the U. S. Information Service and Mrs. Ridley's sister. Aunt Ann took a month's vacation and chaperoned the boys, (from left) Raymond, 12, Jay, 13, and Walter, 11, on a tour of southern Italy. The boys agreed "It was a pretty cool trip."

Kathy Fuller

LOUISIANA STATION



It was a big summer for Randy Blanchard, 11, son of Vernon Blanchard, switchboard operator. Randy, a pitcher on Southern Bell's American Legion League baseball team, won six games and lost only two. He was chosen to play on the league's all star team and he was voted the most valuable player of the All Stars. Congratulations Randy!

Jacqueline Guidry

NELSON STATION

Personnel throughout the station were treated to the pleasure of a visit and plant tour by two young men from France. Nicholas Jacquet and Jean F. Regis were the names of the two young men from Paris and Marseilles respectively. The boys were given a tour of the station by P. A. Levine, maintenance planner. They spoke very little English but Albert J. Boudreaux, master test technician, acted as interpreter.

Pam Weston



Stephen Wallace Sisk, son of Wallace Sisk, system advertising representative, was born May 21, 1968. The Sisks have another child, Lauri, four years old.

LAFAYETTE

Cesaire Guidry, lineman first class, his wife Lois and son Scott spent an interesting vacation visiting HemisFair '68 in San Antonio, Neuvo Laredo, and Astroworld in Houston.

Suzanne Champagne

Jeffery Derouen, meter reader, was recently transferred to the meter shop. A little farewell party was given by the Accounting Department. Everyone wishes him the best of luck in his new post.

Bobbie Denais



Future Olympic Star? Little Glenda Serpas, 3½-year-old daughter of the Credit Department's Irene and Howard Serpas, has been swimming for the past year. Her grandmother, Mrs. Katherine Pablovich, holds out her arms for Glenda to dive. Mrs. Pablovich is the little girl's instructor.

Congratulations to Eugene W. Shaffer, Electric Service Department, on the birth of a grandson, James Calhoun, Jr., born Aug. 20, in Wurzburg, Germany, to his daughter, Brenda, and her husband Lt. James C. Fairchild.

Suzanne Fontenot

Retired employees Percy Fore and Mrs. Fore are now making their home in Mena, Ark.

Mary Monahan is at home recuperating after having surgery at a New Orleans hospital.

Among those taking out-of-state vacations were Lois and L. O. Holden and daughter, Mary Lois, who journeyed west to Colorado, Yellowstone, Grand Tetons, Salt Lake City and to HemisFair enroute home; Mary Ann Powers drove down to Miami; June and Robert Oliver visited Atlanta, Gatlinburg and Chattanooga; Annette and Barry Hingle enjoyed Mexico City and Acapulco; Ethel Cavell flew to Caracas, Venezuela.

It was a Texas vacation for Verlie and G. C. Gibson and daughter Lisa. They were visitors to HemisFair, Astroworld and the Astrodome. Ben and Eva

Campo vacationed again this year in Mexico. Vivian and Carey Hays spent their vacation on the Mississippi Gulf Coast. Jerry and Bill Cabaniss visited in the State of Virginia. Glenda and Andy Ammons visited relatives at Houston and College Station. Sheila Heine enjoyed sightseeing in New York City.

Seems "new car fever" is spreading—Betty Smith, Marilyn Long, Jerry Cabaniss, Barbara and Clint Hyatt are the proud owners.

Kathy Norgress became Mrs. James Wilbur in a summer nuptial ceremony at the Immaculate Conception Catholic Church at Denham Springs.

Jo Ann and T. W. Parish plan to build near Denham Springs. At the new location, there will be plenty of wide open spaces for their horses.

Shirley and Lee Malbrough have bought a house and several acres near Clinton. The whole family is enjoying "country-living."

Opal Temple

BATON ROUGE



Laura Fussell and Sue Hallack (right) both have husbands who recently completed LSU Law School and have taken positions in other cities. The girls will of course retire to the duties of full time homemakers. Laura and husband Howard (a former Gulf Stater) and their two sons will make their home in Covington, La., where Howard has joined a law firm and Sue and husband Will and their son are moving to Rayville, La., where he will begin practicing.

JENNINGS



When you haul in a string like this in just a couple of hours fishing time nobody can say that it's just luck. The amazing feat was accomplished Aug. 15, at Toledo Bend Reservoir near Burkeville, Tex. by Rodney Benoit, meter reader at Jennings (right), his son Mark (left) and friend Marvin Zgoboy (center). The catch consisted of 161 white perch, 2 bass, and 2 catfish.

Mary Cauthier



Free Share of Stock For Fred's Best Advice

You Have A Problem

It was with a flash of lightning and a crash of thunder that the cool weather entered last Thursday night causing the leaves to start dropping from the trees almost immediately. Today is Saturday and the leaf rake is wearing its annual blisters on your hands as you try to get the lawn cleaned up before the football game starts on television this afternoon.

You look up from your labors just as Fred Harris, your next door neighbor, takes a little hop across the ditch at your property line avoiding a puddle left there by last Thursday's downpour. He is in a hurry as he walks toward you and says "Good morning."

"Listen pal you've got to help me make a pretty big decision. This cool weather's coming on fast and I just don't know what the heck I'm going to do.

LAST spring my old gas central heating system broke down and the serviceman told me I'd have to have a new machine. I've been putting it off all summer and now, with cold weather breathing down my neck I'm going to have to do something.

"What I've come over to ask you, though, is should I buy another gas unit or should I put in a heat pump or electric central heat?"

I've heard all sorts of things about how electric heating is better and gas heating is cheaper but

since you work for Gulf States you should know which is actually the best deal.

"I've heard that electric heating is cleaner and healthier, Is that true? I've also heard that electric heating costs a lot more but that GSU gives a special rate for all electric homes and wiring allowances and what's this about GSU giving cheaper electric rates in the winter?"

"I just don't know what to do. Be a pal and explain it all to me once and for all and tell me which I should buy."

Well, you have a problem. You probably won't be able to give Fred a pat answer, you'll have to do some real thinking before you can come up with the solution to his problem but it will be worth it to help a friend in need.

Before the cold weather really gets here, then, sharpen your pencil and write down your answers to Fred's questions. The Gulf States submitting the best answer to Fred's queries will receive a share of GSU common stock.

Mail your entry to "Plain Talks Problem Contest" via the Company Mail at soon as possible and then just sit back and wait for your share to come rolling in. But hurry, in case of a tie it's the earliest entry received that wins.

Employee Benefits

Hospitalization Plan

HOSPITALIZATION is offered to you and your family through two plans. They are the Basic Hospital, Surgical and Medical Plan and the supplementary Medical Medicine Expense Benefits. These benefits are designed to ease the impact of illness or injury on your personal finances. Both plans operate under group policy contracts between the Company, Group Hospital Service, Inc., and the Travelers Insurance Company.

Your medical insurance under both plans becomes effective on the first of the month following six months of service. Your spouse and unmarried dependent children under 19 years old are also eligible. Unmarried dependent children between 19 and 25 are eligible for inclusion as sponsored dependents. If you are not actively working at the time you become eligible, your coverage begins on the first of the month after you return to active employment.

YOUR dependents' coverage is the same as yours and begins at the same time provided they are covered when first eligible.

The Company shares in the cost of your medical insurance up to \$10.50 monthly for family coverage. The following are examples of monthly contributions:

	Basic Plan Rate	Major Medical Rate	Less Company Contribution	Employee Contri- bution
Individual Member				
(No Maternity)	\$ 5.44	\$1.76	\$ 7.20	\$ -0-
Member & 1 Dependent				
(No Maternity)	11.80	3.61	10.50	4.91
Member & Spouse				
(With Maternity)	17.98	3.61	10.50	11.09
Member, Spouse & Children				
(With Maternity)	17.98	3.61	10.50	11.09
Sponsored Dependents	3.92		-0-	3.92

Basic benefits, after the \$25 deductible, provide the full cost of semi-private and a portion of the cost of private accommodations in a hospital for up to

120 days. This includes pay for surgery and anesthesia in accordance with a fee schedule and pays up to \$5 a day for in-hospital medical visits by a physician, if surgery is not performed. All regular hospital services are paid, and emergency room services within 24 hours after the accident are payable.

The basic plan also includes maternity benefits after nine months of membership in the plan. This includes the hospital benefits covered by the plan, nursery care up to 120 days, \$100 for a normal delivery or \$150 for Caesarean delivery.

MAJOR Medical Benefits take over where Blue Cross stops. After a \$50 deductible, this pays 80 percent of the covered expenses that are not paid for by the Basic Benefit plan, but only 50 percent of mental illness or nervous disorder expenses when not hospitalized. The Major Medical plan pays a maximum of \$7,500 for each illness.

It is important to you that you report all changes in your family to your supervisor or the Payroll Department immediately. If you terminate your employment, your Major Medical ends on the same date, and your Basic plan terminates the last day of that month. You may convert your Basic benefit policy upon termination of employment. Upon payment of the full premium, you will receive the converted coverage without loss of eligibility for yourself or your dependents.

EMPLOYEES or any dependents of employees are not eligible for coverage under our Major Medical plan after the employee retires if they were not enrolled when first eligible for coverage.

At the time you become a member you will receive booklets of information and an identification card. The card will furnish information your physician and the hospital will need to identify you and your coverage.

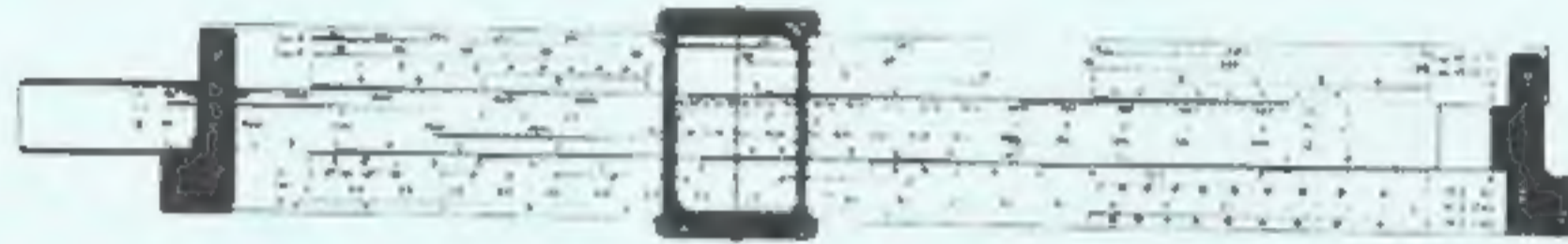
SEAFOOD ON A SLIDE RULE



Vann Boudreaux

It really doesn't take a slide rule to prepare the favorite recipes of Vann Boudreaux, engineer in the System Production Department in Beaumont, but Vann is equally at home with spatula or "slip-stick."

A native of Erath, La., Vann was kind enough to share some of his favorite Louisiana seafood recipes with us. He credits his wife with teaching him all he knows about the culinary art. "We both enjoy cooking and together I guess you could say we work in concert—a kitchen concert," he says with a grin.



CASSEROLE OF OYSTERS ROCKEFELLER

- | | |
|---|---|
| ¼ stick butter | ½ green onion, grated or finely chopped |
| 2 pkgs. frozen chopped spinach | Tabasco, salt, pepper to taste |
| 2 pts. oysters | Parmesan Cheese |
| 1 cup crumbs | ½ tube (or ¼ tube) anchovy paste |
| 1 tblsp. Anisette (get at liquor store) | |
| 1 garlic pod, crushed | |

Slightly cook the spinach. Add drained oysters. Mix with other ingredients. Top with Parmesan Cheese. Bake covered for 20 min. at 350°. Then remove cover and bake 10 more minutes. Serves 6.

REDFISH BOUILLABAISE

Use ½ lb. Fish per person—Cut in sections about 2" in width—bone fish. Use large iron pot with a tight cover, pour cooking oil to thickness of pot bottom. Lay as many Fish as possible without crowding on bottom of pot. Spread thin layers of chopped tomatoes over Fish—then a layer of sliced onions—then a layer of finely chopped bell pepper. Season to taste. Repeat this process in as many layers as possible ending with vegetable layer. Cover and cook on low for about 1½ hours. Do not stir but turn pot from side to side occasionally. Serve in soup bowls with parsley sprinkled on top and hot French bread for dunking in the juice.



BROILED SHRIMP

- | | |
|-------------------------------|--|
| 2 lbs. cleaned veined Shrimp | 1 clove of garlic, mashed |
| ½ c. Olive oil | 1 tsp. Worcestershire Sauce |
| juice of 1 lemon | Soak shrimp in above ingredients for several hours or all day. |
| 1 tsp. salt | |
| 1 tsp. Pepper (Black and Red) | |

Broil 5" from broiler till done (10-15 min.) Serve on a platter with small cups of garlic butter to dip the shrimp in. Serves 6.

BROILED FISH SUPREME

Make the following sauce:

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|-----------------------------|------------------------|
| ¾ lb. butter | 1 tbs. crushed garlic |
| juice of 2 lemons | 3 tbs. dry white wine |
| 4 tbs. Heinz 57 Steak Sauce | grated rind of 1 lemon |

Simmer 10 minutes—Use sauce to baste fish as you broil it. Red Snapper, Red Fish, Speckled Trout.

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J. H. RHONE

Helper T & D Says-

Safety should be practiced on and off the job
for the benefit of the employee, his family,
and the Company.



SAFETY AND ME